

What is your vision for California agriculture by 2030?

By 2030, my vision for California agriculture is that it is seen as a world leader in competitiveness, innovation, sustainability, and public-private partnership and cooperation. It should be the envy of the world and the model used to feed the world's growing population.

What will be the biggest challenge in achieving that vision?

The biggest challenge will be managing the public-private interaction while at the same time creating an operating environment that allows California agriculture to remain globally competitive.

In 2030, how has public perception of agriculture changed?

In my vision, by 2030 the California public will see agriculture as a vital and favorable component of its future. It will embrace California agriculture rather than reluctantly tolerate it.

What is a "must have" in an Ag Vision for California?

Recognized value to the general public and sustainability.

Thank you for the opportunity to submit these brief comments. I wish CDFA well in its listening sessions and hope that I can participate on Thursday.

Sincerely,

James C. Christie
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